SAADIA SHAHZAD

saadia.shahzad@ymail.com
R-69 Gulshan-e-Qadri Phase 3, Malir,
Karachi
Contact: 0343-2018415
42201 89155976

CAREER OBJECTIVE

To attain a role in an organization where I can demonstrate my knowledge, skills, and experience within a competent team environment and gain an opportunity to develop professionally.

PROFESSIONAL HIGHLIGHTS

- Around 5 years of experience in Database Administration, Corporate/Customer Relations and Media Strategy.
- Clear Communicator and team player.
- Fluent in English & Urdu.
- Concept & Strategy Creative Writing.

EMPLOYMENT

Manager HR & Corporate Relations (April 2016-Onwards)
DEINFA MOTORS

Key Responsibilities included:

- Deals in Vehicle Insurance (Policies and Payments).
- Maintaining worksheets of Driver/Vehicle Duties.
- Corporate accounts relation with corporate clients.
- Operationally prepared and stocked at all times in order to be available for client as a point of contact.
- Managing Employees data files, Bank Accounts and Intakes and Exits.
- Employee's Health/Life Insurance, Payrolls and leaves management.

Major Clients:

- Shell
- Mondelez Pakistan
- Pakistan Petroleum Limited
- International Industries Pakistan
- Independent Media Corporation (GEO)
- Abbott Laboratories
- Proctor & Gamble Pakistan

Copy/Content writer and Digital Brand Manager (May 13- May 14)
WCube Marketing, Karachi - Pakistan

Key responsibilities included:

- Digital Media Advertising
- Social Media Brand Management
- Client handling
- Customer Services
- Online Sales

Major Clients:

- Polani Travels
- LalQila Dubai and Abu Dhabi
- Canbebe Diapers
- Surmawala
- Pearl Confectionary

EDUCATION

- Schooling: **K.B.V C.A.A Model School No 3**
- Intermediate: **Khursheed Govt. Gils College**
- Graduation: **University of Karachi (Mass Communication)**
- Masters: **University of Karachi (Advertising and Public Relations)**
- Research (Thesis): **"Subliminal messages in Pakistani Advertising"**
- **MBA (Evening: In Process)** **PAF KIET University**

SKILLS

- Marketing Strategy
- Research & Analytics
- Presentation Skills
- Project Management
- Corporate Communication

PERSONAL DETAILS

- Fathers Name: Shahzad Ahmed
- Date of Birth: 15th of December, 1991
- Nationality: Pakistani
- Marital Status: Single

REFERENCE

References will be furnished upon Request.